

CFM in Action

Submitting Through Contact Forms

Public process overview and companion guide to Video 5

A practical look at how ZAR Advertising completes a controlled human contact-form submission, captures before-and-after evidence, and keeps the customer-facing result documented.

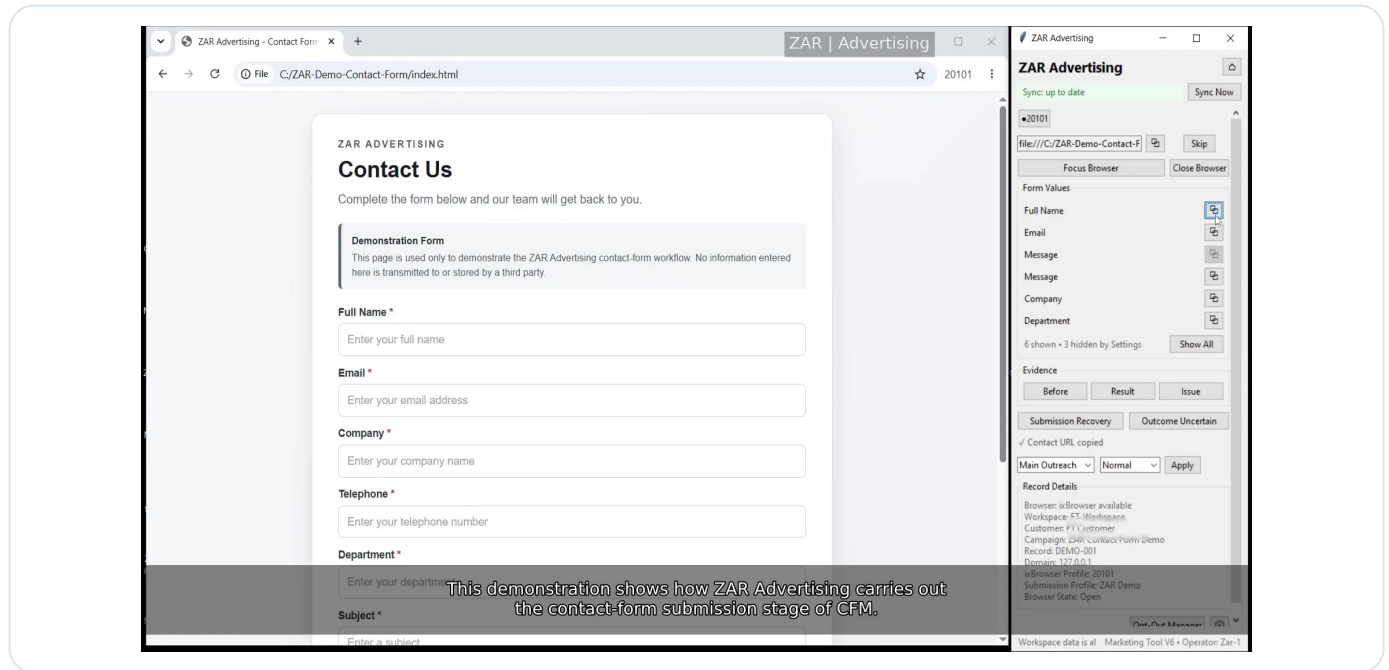
On real websites, any required CAPTCHA or other form checks must also be completed before submission.

Real workflow shown on a clearly identified sample form. The submission process and operator tool are genuine; the destination is a controlled demonstration site.

WHY A SAMPLE FORM

Clear Demonstration Context

The complete operator workflow is shown without exposing a real prospect website or prospect-identifying information.



The public Video 5 uses a clearly identified sample contact form. The submission process and operator tool are the real workflow, while the destination website is a controlled demonstration site rather than a real prospect.

- The submission process and operator tool shown are the real workflow.
- The destination website is a controlled demonstration site, not a real prospect.
- The form, evidence capture and submission sequence can therefore be inspected without exposing prospect information.

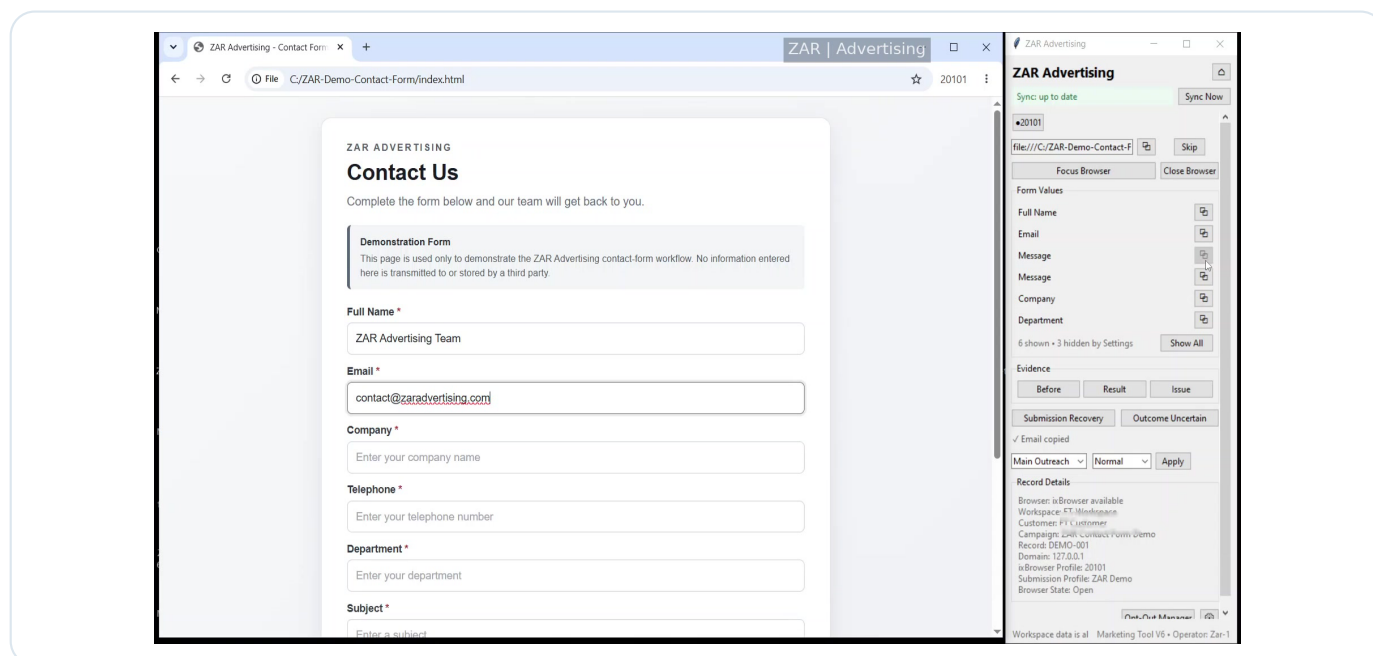
Transparency first

The demonstration context is shown directly on the form so viewers are not led to believe the sample website is a real prospect submission.

MANUAL OPERATOR WORKFLOW

Controlled Form Filling

The operator works from the approved campaign record and transfers each required field into the contact form.



The tool reduces manual copying mistakes while the final submission remains human-controlled.

- Required values are transferred field by field.
- Optional or non-applicable fields are handled according to the form requirements.
- The operator reviews the completed form before submission.

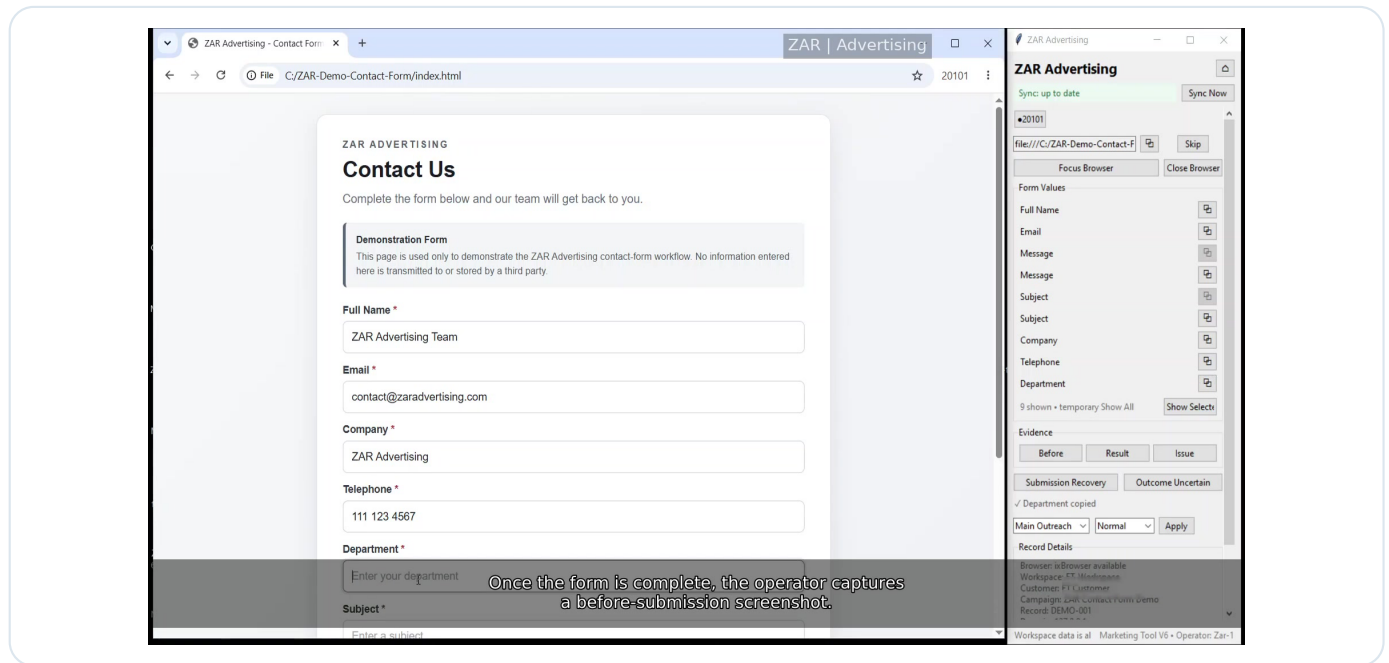
Human/manual submission

CFM tools support the operator; the final contact-form submission itself remains a human action.

EVIDENCE BEFORE SUBMIT

Before-Submission Evidence

The completed form is documented immediately before the manual Submit action.



Once the form is complete, the operator captures a Before screenshot. During capture, the operator tool hides so the evidence focuses on the prepared contact form rather than the internal interface.

- The screenshot is taken before the Submit action.
- The captured image is reviewed by the operator before proceeding.
- The Before image records what was prepared for submission.

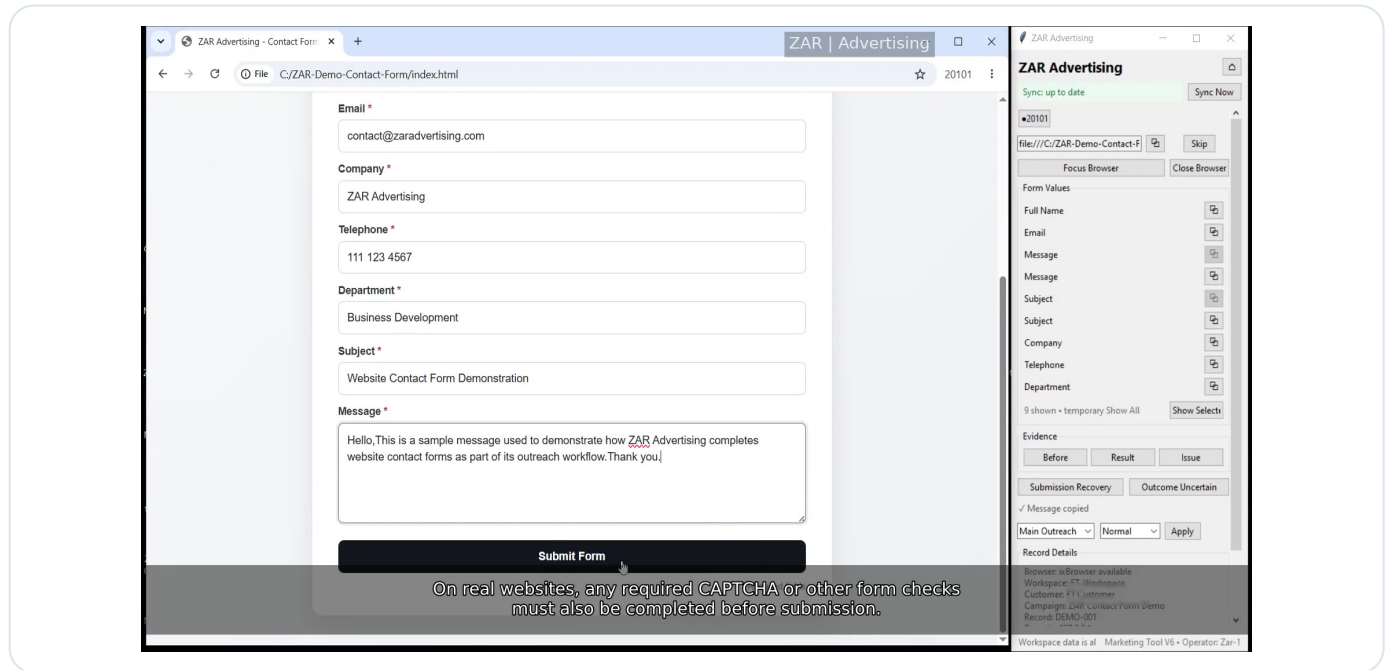
Evidence principle

Before evidence documents the completed form prior to submission and forms part of the customer-facing proof workflow.

FINAL FORM CHECKS

Required Checks + Manual Submit

Form-specific checks are completed as needed before the operator manually submits.



Real websites may require CAPTCHA, consent controls, dropdown selections or other form-specific checks. These requirements are completed before the operator manually submits the form.

- The form is reviewed before the final click.
- Required website checks are handled before submission.
- After clicking Submit, the operator waits for a clear confirmation of the outcome.

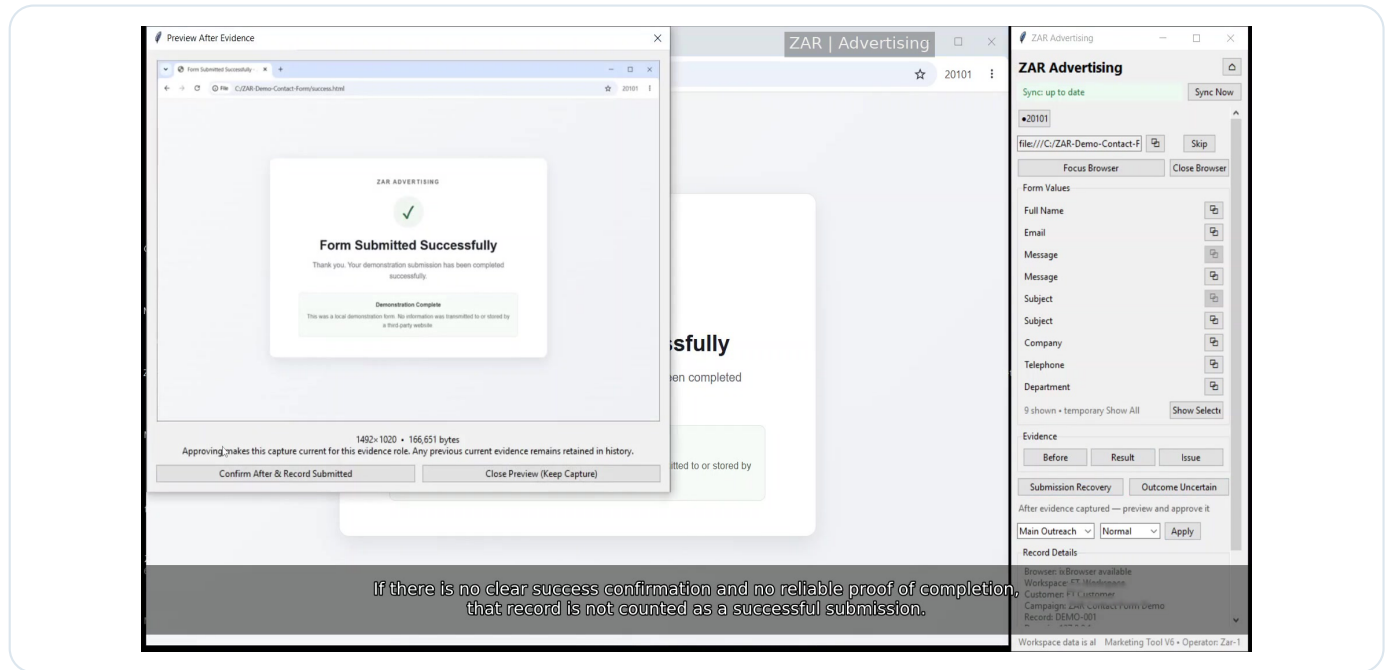
No automatic success assumption

Clicking Submit alone is not treated as proof of completion. The outcome must be verified.

SUCCESS MUST BE PROVABLE

After-Submission Evidence

A clear confirmation or other reliable evidence is required before a submission is treated as successful.



When a clear success confirmation is displayed, the operator captures the After evidence. The evidence is reviewed before the record is treated as complete.

- The confirmation/result is captured after submission.
- The evidence is reviewed before the record is treated as complete.
- Without clear confirmation or reliable proof, the record is not counted as successful.

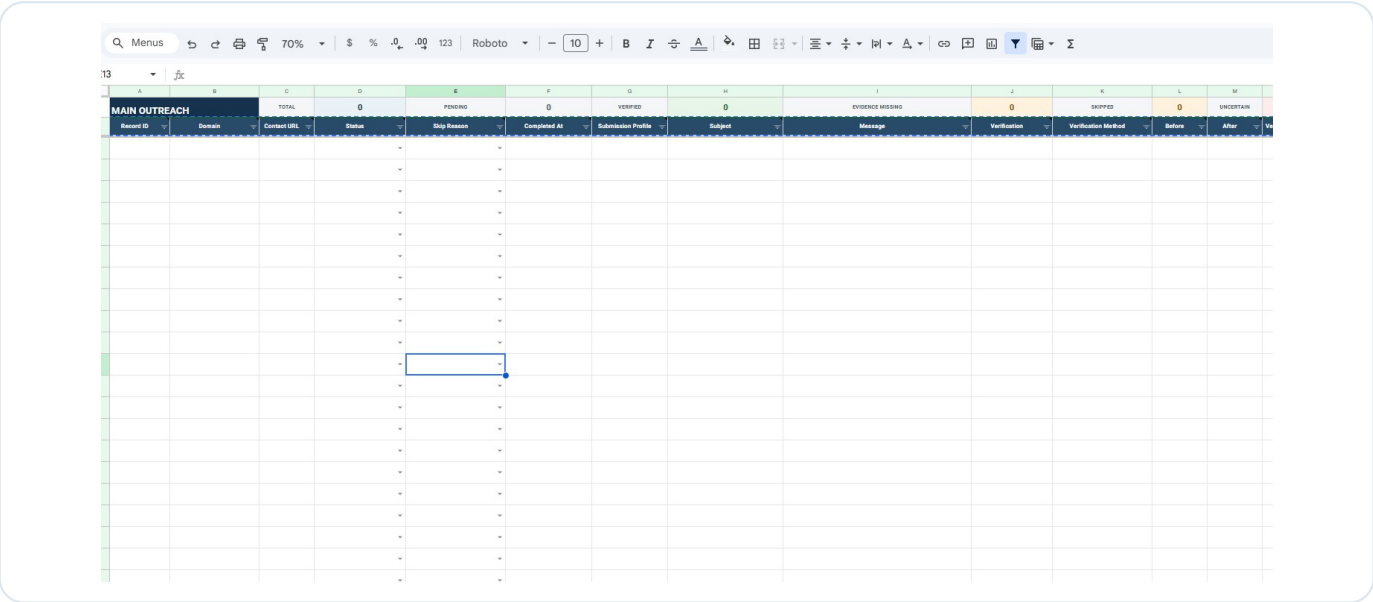
What counts as successful

A successful submission requires reliable evidence of completion - not simply an attempted form submission.

CUSTOMER TRANSPARENCY

Customer Live Campaign Sheet

Campaign status and supporting evidence are synchronized into the customer-facing workflow.



The Live Campaign Sheet provides an ongoing view of campaign progress and evidence status. Submission status is visible in the customer workflow rather than hidden in an internal-only report.

- Before and After evidence links support verification of completed work.
- Records without clear success proof are not treated as successful submissions.
- The screenshot demonstrates the Main Outreach layout without populated customer/prospect records.

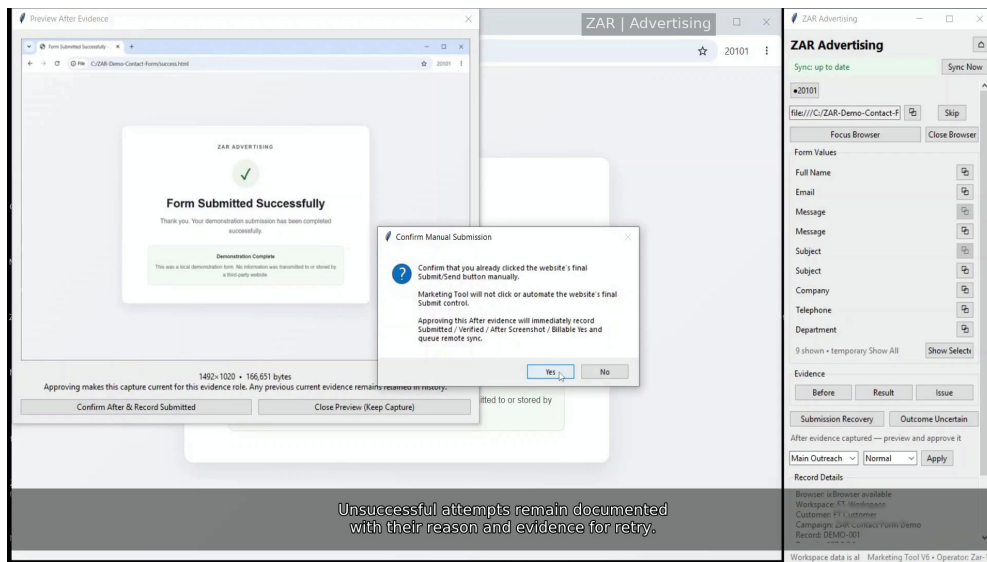
What this screenshot shows

The real Main Outreach sheet layout is shown without populated customer/prospect records. It illustrates the destination used for status and evidence tracking.

DOCUMENTED EXCEPTIONS

No Proof Means No Successful Count

Unclear, blocked or unsupported outcomes remain documented rather than being counted as successful.



If the submission outcome is unclear, blocked or unsupported by reliable evidence, the record is not counted as a successful submission. The attempt remains documented for follow-up instead.

Attempt

Form processed manually

**Evidence**

Outcome reviewed

**Decision**

Success or documented retry

Documented retry

Unsuccessful attempts stay documented with their reason/evidence so they can be reviewed or retried without creating a false success count.

VIDEO 5 SUMMARY

A Transparent Submission Process

A controlled progression from an approved campaign record to documented proof and customer-visible status.

01

Open the approved campaign record and contact form.

02

Transfer the required fields using the controlled operator tool.

03

Capture and review Before evidence with the form completed.

04

Complete required form checks and submit manually.

05

Capture After evidence when clear success confirmation is available.

06

Synchronize the result and evidence into the customer workflow.

Operational standard

A successful CFM submission is a documented completion with reliable proof. The process records the outreach action; it does not guarantee that the prospect will reply or take any later action.

We control the outreach process - not the prospect's decision.